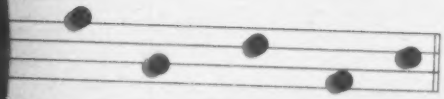
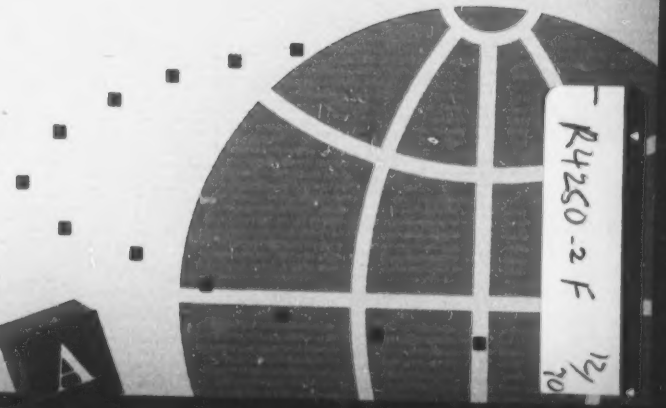
PUBLIC BROADCASTING AND YOU

SPRING 1990





Facts and Figures about
Public Broadcasting in America

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What Is Public Broadcasting?

Excellence. It is a continuing effort to bring you the best in radio and television programming every day . . . keeping you abreast of a fast-changing world . . . bringing you music and dance that make your spirits soar . . . or taking you on a well-guided tour of almost anything from a bioengineering laboratory to the ins-and-outs of your car.

Diversity. It tries to embody the human diversity of the American experience, helping viewers and listeners to reach across the lines of race and class that divide the society.

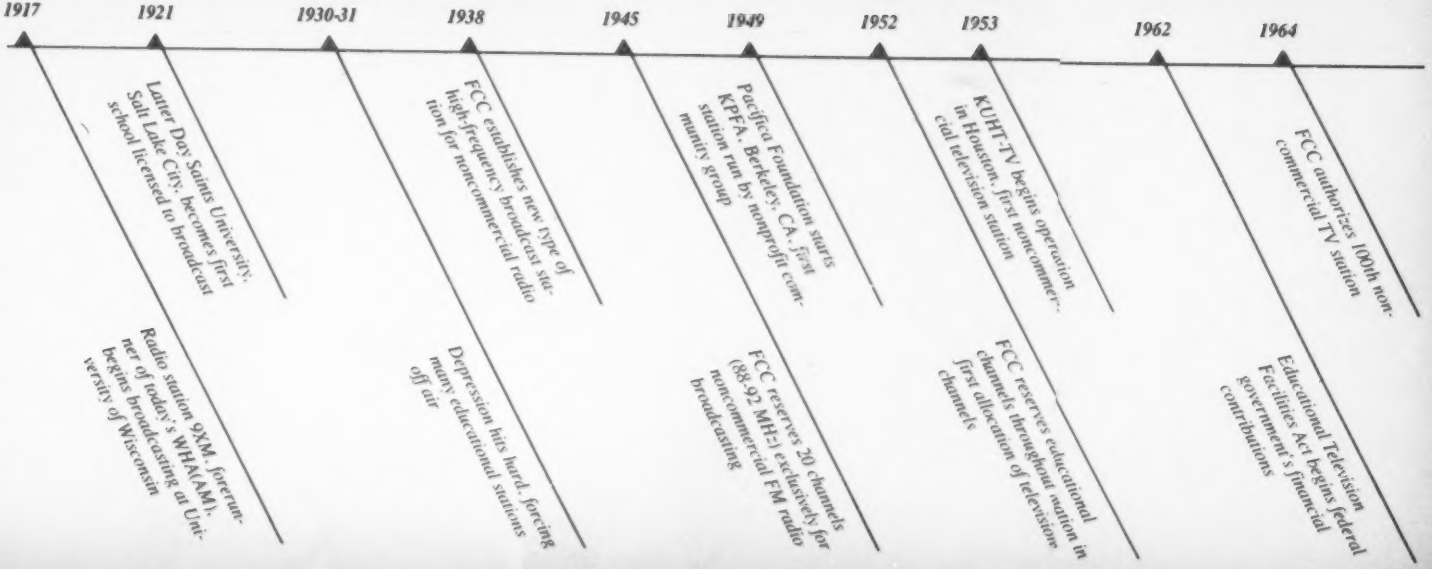
Public service. Whether focusing special attention on an urgent social problem like drug abuse or simply as a place where many paths cross, public broadcasting can mobilize the energies of volunteers in service to their communities.

Thirst for learning. Above and beyond the general-audience programs so rich in information, many public television stations offer special services to teachers and students at all levels of education, from *Sesame Street* to high school diploma-equivalency programs to college-credit courses.

Noncommercialism. Public broadcasters don't choose programs with an eye to selling your time and attention, because your satisfaction with the programs on public television and radio is not for sale to anyone.

Independence. It is a loose confederation of noncommercial broadcasters, who prize their editorial independence. Unlike most public service broadcasting systems overseas, American public broadcasting is neither centrally directed nor the broadcast voice of the national government.

Timeline Of Public Broadcasting History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Radio station 9XM, forerunner of today's WHA(AM), begins broadcasting at University of Wisconsin
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Latter Day Saints University, Salt Lake City, becomes first school licensed to broadcast
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Depression hits hard, forcing many educational stations off air
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KUHT-TV begins operation in Houston, first noncommercial television station
1962
Educational Television Facilities Act begins federal government's financial contributions
1964
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Carnegie Commission on Educational Television begins landmark study of "public broadcasting"
Public Broadcasting Laboratory begins airing over National Educational Television stations; Public Broadcasting Act of 1967 becomes law
Regular national TV program distribution begins; five nights a week, Sesame Street goes on air on public TV; PBS is formed
CPB is formed; Mister Rogers' Neighborhood debuts
The Great American Dream Machine debuts; NPR's All Things Considered premieres
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Satellite program distribution for TV begins
The Robert MacNeil Report (forerunner of MacNeil/Lehrer NewsHour) debuts
Prairie Home Companion makes national debut; Nationwide satellite distribution begins for radio
NPR's Morning Edition premieres
Square One TV and Eyes On The Prize premiere
Reading Rainbow premieres
PBS chooses replacement satellite system for 1990s; Independent Television Service starts

You Can't Tell The Players Without A Program

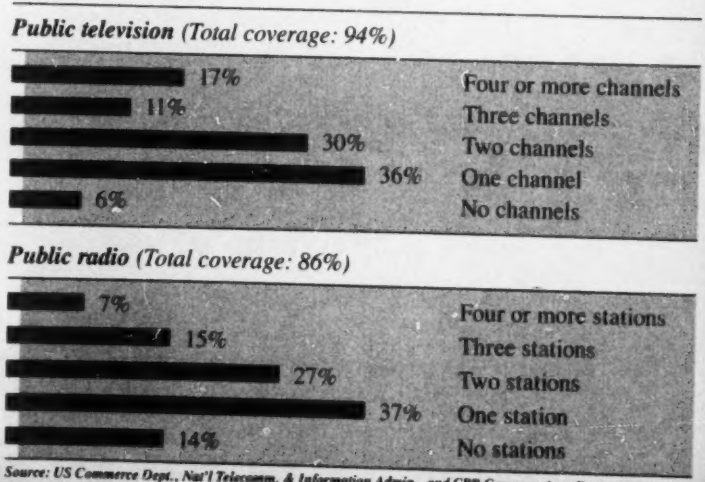
- Public broadcasting is a community of local broadcast stations, which you might know as THIRTEEN or FM 89 or Peach State Public Radio, as Jazz90 or Prairie Public Television or KQED.

- Nationwide, there are more than 400 public radio stations and more than 330 public television stations.

- Almost all Americans can receive local public television channels.

- But roughly 1 in 7 lives beyond the reach of a public radio station, especially in fast-growing communities just beyond the fringes of metropolitan areas.

How many public TV channels and public radio stations people can receive



Source: US Commerce Dept., Nat'l Telecomm. & Information Admin., and CPB Coverage Area Demographics System

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PBS — the Public Broadcasting Service (not "system"!) — is a program distribution company owned by America's public television stations, which make up the largest television service in the world.

PBS does not produce programs, but it buys programs for the stations and distributes them through American television's first and most extensive satellite program distribution system.

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In public radio, unlike commercial broadcasting, stations may be part of more than one major network. Most American Public Radio affiliates are also member stations of National Public Radio, and vice versa.

The Organizations That Run Stations Are Diverse

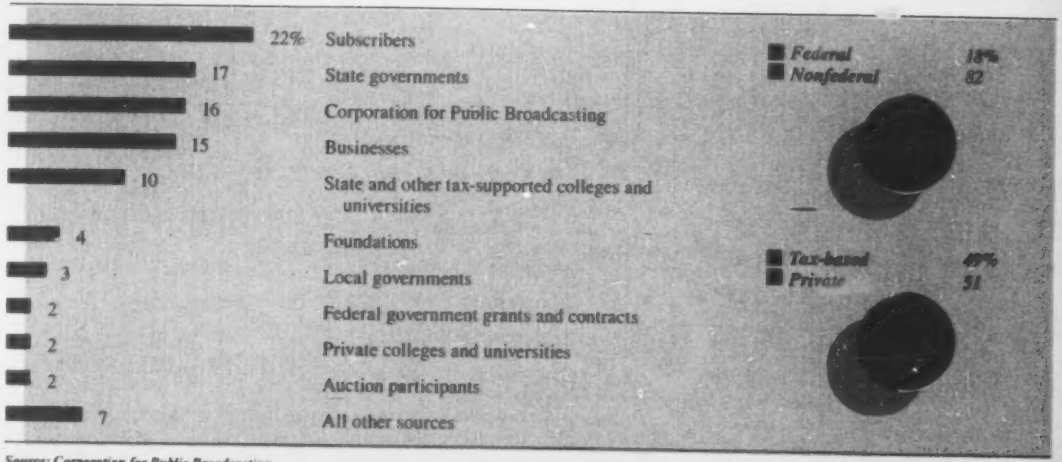
- About 450 different organizations run public radio and/or public television stations.
- Most public radio stations are run by universities. Each of these stations usually offers a distinct program schedule, since they are not often linked together into statewide or regional multistation networks.
- Most public television stations are operated either by nonprofit community associations or by state government agencies. State government stations are typically linked into statewide multistation networks that air a single program schedule in common.

Type of organization running the station	*Number of Broadcasting stations*	*Distinct program schedules*	*Recipients of CPB grants assistance*
Radio			
Nonprofit community association	126	92	99
University	212	178	181
Local government authority	22	21	20
State government agency or commission	53	14	13
TOTAL	413	305	313
Television			
Nonprofit community association	121	96	92
University	92	62	62
Local government authority	10	9	9
State government agency or commission	117	25	31
TOTAL	340	192	194

Source: Corporation for Public Broadcasting

Who Pays For Public Broadcasting?

- Getting funds from many different sources helps to keep public radio and television thriving and independent.
- Income received from the federal government amounted to slightly more than one-sixth of the total industry income.
- Less than half the industry's total income comes from tax-based sources in federal, state, and local governments.



Source: Corporation for Public Broadcasting

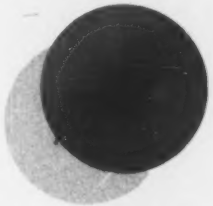
The Federal Government Contributes Its Part

- In purchasing power, federal government appropriations to CPB for public broadcasting have returned to late-1970s levels after a significant cutback in the early 1980s, but they have shown little further growth recently.

- Nearly two-thirds of CPB's support for public broadcasting is in the form of direct, unrestricted grants to qualified stations. Most of that money is used by stations to support programming.

CPB's FY 1990 budget
($254 million)

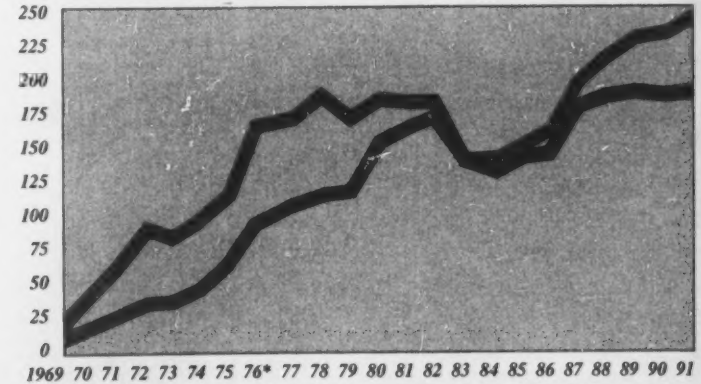
- *64.0% System support**
- *31.7% Programming support*
- *0.2% Planning and future policy development*
- *4.0% Administration*



**System support is largely unrestricted grants to stations, which are used mostly for programming.*

Source: Corporation for Public Broadcasting

Federal appropriations for CPB
(Federal fiscal years) (Millions of dollars)

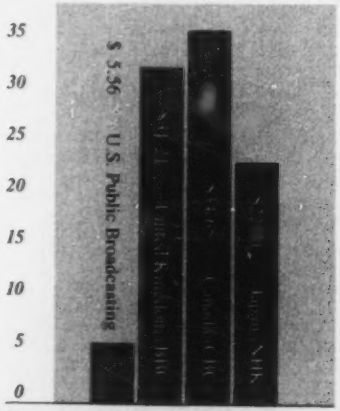


**Includes fifth (fiscal year transition) quarter.*
Source: Corporation for Public Broadcasting

How U.S. Support Compares With Other Nations

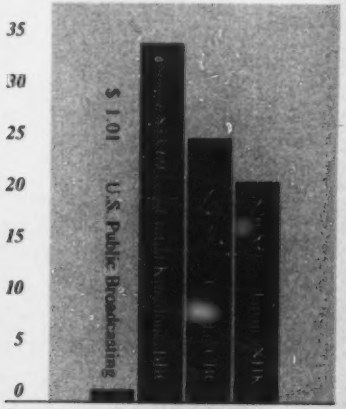
- America spends far less per person on its system of public broadcasting than many other nations do on their public service broadcasting systems.
- The federal government's contribution provides a far smaller share of U.S. public broadcasting's total resources than do national government contributions elsewhere.

Total expenses per person



Source: Corporation for Public Broadcasting

National government's funding contribution per person



Source: Corporation for Public Broadcasting

Your Support Helps To Make Public Broadcasting Work

- Membership or subscription contributions to stations (or to "Friends of . . ." groups that support a station) have become a critical source of financial support for public broadcasting during the last decade.
- The average contribution that a member makes has grown significantly faster than inflation.
- Volunteer help—often with fundraising or promotion activities, but at some stations as on-the-air talent—can make all the difference for a public broadcasting station struggling along with a small staff.
- Replacing the work that volunteers contribute to public television stations would require nearly an 8-percent increase, and for public radio more than a 14-percent increase, in full-time staff.

	1978	*1988*
Membership income as percentage of total		
Public television	14%	24%
Public radio	14%	25%
Number of individual contributors		
Public television	2,142,000	4,675,000
Public radio	317,000	1,178,000
Average per-person contribution (in 1982-84 dollars net of inflation)		
Public television	$39.20	$44.30
Public radio	34.70	39.80

Source: Corporation for Public Broadcasting

	Television	*Radio*
Total volunteer hours	1,694,000	945,000
Estimated number of full-time equivalent employees required to replace volunteers	850	475

Source: Corporation for Public Broadcasting

The Pu blic Rates Public Television

- Asked to rate the importance of some of the goals that are often suggested for public television, most people focus on the news and public affairs programs and on informal educational programs for young children.
- And *how well* do people think public television does its job in these respects? For the most important goals, it's an A− or a B+ report card. People more often find it "needing improvement" in performance toward some of the less critical goals.

Public expectations for public television

1) How important is it for public television to meet this goal?
2) What grade would you give public television on how well it has met this goal?

	*Importance rating**	*Performance grade***
1. To help educate children informally, especially pre-schoolers	91	A−
2. To increase people's understanding of news events and public affairs	90	B+
3. To increase Americans' knowledge of other nations and the great variety of cultures within our own nation	86	B
4. To provide analysis and interpretation of important issues and ideas	80	B
5. To make the best of the performing arts—such as symphony orchestras, theaters, and ballet companies—more accessible to people	73	B
6. To offer a platform for diverse social groups, such as ethnic minorities, to express themselves, both artistically and politically	72	B
7. To show the current and latest things in the performing arts	69	B
8. To preserve and bring back to the screen the best programs from television's past	67	B

* *Percentage rating the goal as "very important" or "important." ** Median grade, i.e., half the respondents graded performance at least this favorably. Source: Roper Reports*

Public Television: A World At Your Fingertips

- Science and nature programs frequently captured the imagination of many viewers during the 1988-89 public television season.

- But favorite "how-to-do-it" programs, dramas, and music or dance performances also intrigued many others.

Specials and weekly programs	*Percentage of all households that tuned in*
NOVA "Who Shot President Kennedy?"	11%
Peter, Paul & Mary Holiday Concert	11%
National Geographic Special "Baka: People of the Forest"	10%
Learning in America	10%
Explorers: Century of Discovery	8%
Nature "Under the Emerald Sea"	8%
This Old House	8%
American Playhouse "A Raisin in the Sun"	7%
Frontline "The Real Life of Ronald Reagan"	7%
Live from Lincoln Center "Pavarotti Plus! Plus!"	7%
Nature "Extremadura Spain"	7%
American Playhouse "Thin Blue Line"	7%
NOVA "Hot Enough for You?"	7%
Wonderworks "Miracle Down Under"	6%
Championship Ballroom Dancing	6%
Daily "strip" programs	
Sesame Street	13%
MacNeil/Lehrer NewsHour	9%
Mister Rogers' Neighborhood	8%

Source: PBS, from Nielsen data

How Many People Watch Public Television?

- More than 90 million Americans a week watched public television on average during the 1988-89 season. That's nearly 40 percent of the population. And more than 150 million people—or two-thirds of the population—tune in sometime during the course of a month.

- Averaged over the whole schedule, the cross-section of people watching public television resembles the demographic mix of the American population as a whole. Of course, individual programs (and even programming during whole parts of the day) attract audiences that differ a lot from that overall pattern, but over the whole schedule, those differences cancel out.

- Public television "ratings"—i.e., what *percentages* of the entire population watch public television—edged off slightly in the 1988-89 season compared to the previous year, but because the population was growing fast, the actual numbers of viewers grew, as did the amount of time they spent watching public television.

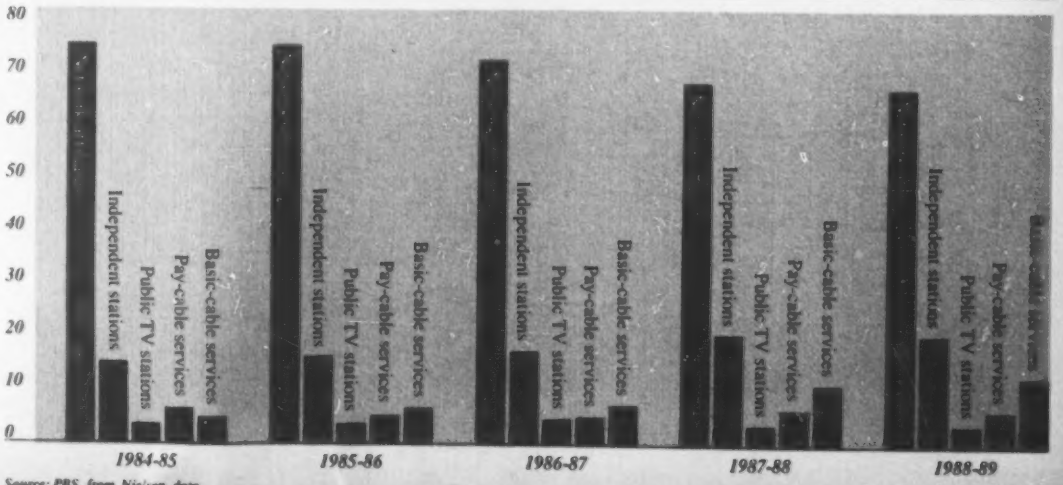
	1987-88	*1988-89*
Percentage of people who watch during an average week	39.0%	38.8%
Number of different people watching in an average week	89 million	90 million
Average time spent viewing public television	2 hrs. 8 mins.	2 hrs. 9 mins.

Source: PBS, from Nielsen data

Amid The Many Viewing Choices Of TV Today

- While people spend 8 percent less of their prime-time viewing watching network affiliates than they did five years ago, the share of total television viewing going to public television stations remains stable.
- More of prime time is now spent with the new choices that rapidly proliferating independent and basic-cable channels offer.

Shares of total prime-time television viewing *(percentages of total viewing)*



Source: PBS, from Nielsen data

Public Television In "The Wired Nation"

- Even with more than 55 percent of all homes now subscribing to cable TV service, public television channels remain far more widely available than most cable-originated program services.

- Availability, though, is not the only story. Public television channels are actually watched much more than most of the cable-originated program services in the homes that can get the cable channels.

- Only premium movie channels, superstations, and sports channels are competing significantly with public television for viewers' attention . . . *not* the cable channels that offer the programming most similar to public television's.

Channel	*Household coverage*	*Prime-time average rating (among covered households)*
Public television	98%	3%
Arts & Entertainment	41	1
Black Entertainment Television	23	1
CNN (Cable News Network)	55	1
The Discovery Channel	41	1
ESPN	55	2
HBO	24	8
Nick-at-Nite	45	1
USA Network	51	2
WTBS	53	3

Source: PBS, from Nielsen data

And In Classrooms Across The Country

- Public television provides special services to teachers and students at all levels of education, from *Sesame Street* to high school diploma-equivalency programs to college-credit courses.

- Some public television stations bring classes in unusual subjects to students in remote areas by direct satellite broadcast, and other stations program educational channels for your local cable systems.

Proportion of all elementary and secondary school students that are served by public TV stations	⅔
Number of students served	29.5 million
Percentage of public TV stations that provide instructional programs and services for elementary or secondary schools or for colleges and universities	81%
Percentage of public TV stations that broadcast school programming for videotaping, usually during the middle of the night	75%

Source: CPB and PBS

Public Radio: From Gorbachev To Chevrolets

- Wide-ranging news magazines, lively interviews, the banter of two down-to-earth auto mechanics, traditional music, and sound documentaries are among the programs that draw listeners to public radio.

- Here are some of the more familiar and popular programs aired nationwide on public radio stations, with estimates of their weekly listenership:

Popular public radio programs

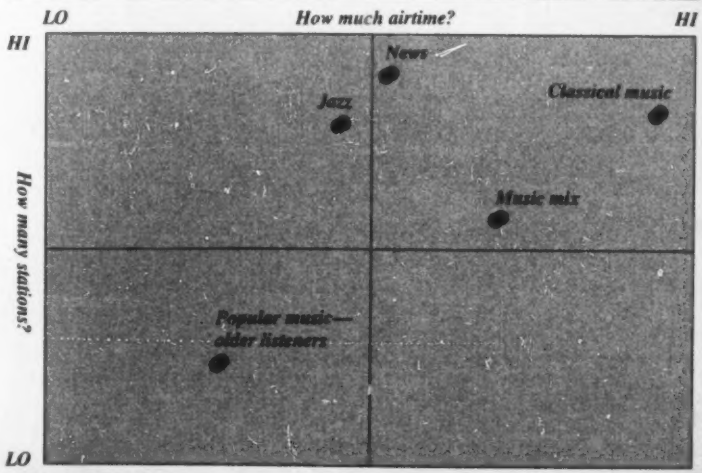
	Weekly listenership
All Things Considered	4.9 million
Morning Edition	4.9 million
Weekend Edition	1.9 million
Marketplace	1.1 million
Fresh Air	1.1 million
MonitoRadio	0.8 million

Source: NPR and American Public Radio, from Arbitron data

What Public Radio Stations Broadcast

- The average local public radio station broadcasts for about 22 hours a day, Monday through Saturday, with slightly shorter schedules typical on Sunday.
- Nearly half the stations broadcast 24 hours a day.
- When averaging different stations together, classical music and the NPR "news magazines" are the dominant formats.
- The program format that an individual station broadcasts, though, is becoming more consistent for most stations, so you might find the combination together on a single station's schedule less often than in the past.

The top five public radio formats



Source: CPB and NPR

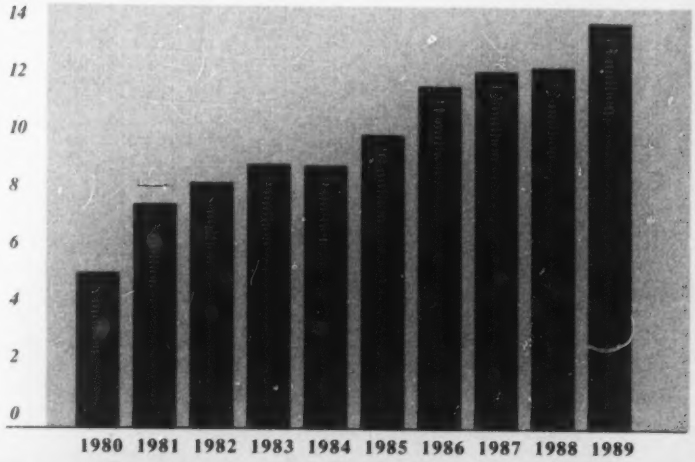
How Many People Listen To Public Radio?

- More and more people each year find that they enjoy listening to public radio. During the 1980s, the number of people who tuned in during a typical week more than doubled.

- By and large, public radio stations serve only a portion of American radio listeners—about 1 out of every 16 adults or teenagers.

- It's a slice of the population that cuts across most demographic lines (like age, sex, and race), but public radio appeals to an unusual number of people who are highly educated. Nothing else stands out like education.

Number of weekly listeners to public radio



Source: CPB, from Arbitron data

How Listeners Use Public Radio

■ The average public radio listener does not listen to public radio exclusively; only about a third of his or her total radio listening is spent with a public radio station. Commercial stations with popular music formats typically account for much of the rest of their radio use.

■ Public radio's listeners use public radio a lot, especially its very "loyal" listeners, i.e., people who use a public radio station more than any other station. These people account for about 70 percent of all the listening to public radio, even though they number only about 3 out of every 8 listeners.

Average time spent listening to public radio station in a week	7 hrs. and 50 mins.
Average number of times that a listener tunes in a public radio station during a week	5½ times
How long a person typically listens each time he or she tunes in	1 hr. and 10 mins.
How much of an average listener's total radio listening is to a public radio station	about ⅓
What proportion of public radio listeners listen more to a public radio station than to any other	3 out of every 8 listeners

Source: Audience 88, *from Arbitron data*

To Find Out More . . .

Please ask at any public radio or public television station in your area, or write to the Corporation for Public Broadcasting at the address on the back cover of this brochure.

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1991

Facts and Figures about Public Broadcasting in America

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1921 — Latter Day Saints University, Salt Lake City, becomes first school licensed to broadcast

1930-31 — Depression hits hard, forcing many educational stations off air

1938 — FCC establishes new type of high-frequency broadcast station for noncommercial radio

1945 — Pacifica Foundation starts KPFA, Berkeley, CA, first station run by nonprofit community group

1949 — FCC reserves 20 channels (88.92 MHz) exclusively for noncommercial FM radio broadcasting

1952 — FCC reserves educational channels throughout nation in first allocation of television channels

1953 — KUHT-TV begins operation in Houston, first noncommercial television station

1962 — Educational Television Facilities Act begins federal government's financial contributions

1964 — FCC authorizes 100th noncommercial TV station

1965 — Carnegie Commission on Educational Television begins landmark study of "public broadcasting"

1967 — Public Broadcasting Laboratory begins airing over National Educational Television stations; Public Broadcasting Act of 1967 becomes law

1968

1969 — Regular national TV program distribution begins; five nights a week; Sesame Street goes on air on public TV; PBS is formed

1970 — CPB is formed; Mister Rogers' Neighborhood debuts

1971 — The Great American Dream Machine debuts; NPR's All Things Considered premieres

1975 — NPR is formed

1978 — Satellite program distribution for TV begins

1979 — The Robert MacNeil Report (forerunner of MacNeil/Lehrer NewsHour) debuts

1980 — Prairie Home Companion makes national debut; Nationwide satellite distribution begins for radio

1983 — NPR's Morning Edition premieres

1987 — Square One TV and Eyes On The Prize premiere

1989 — Reading Rainbow premieres

1990 — The Civil War captures the nation's attention; NPR chooses satellite system for the 1990s

PBS chooses replacement satellite system for 1990s; Independent Television Service starts

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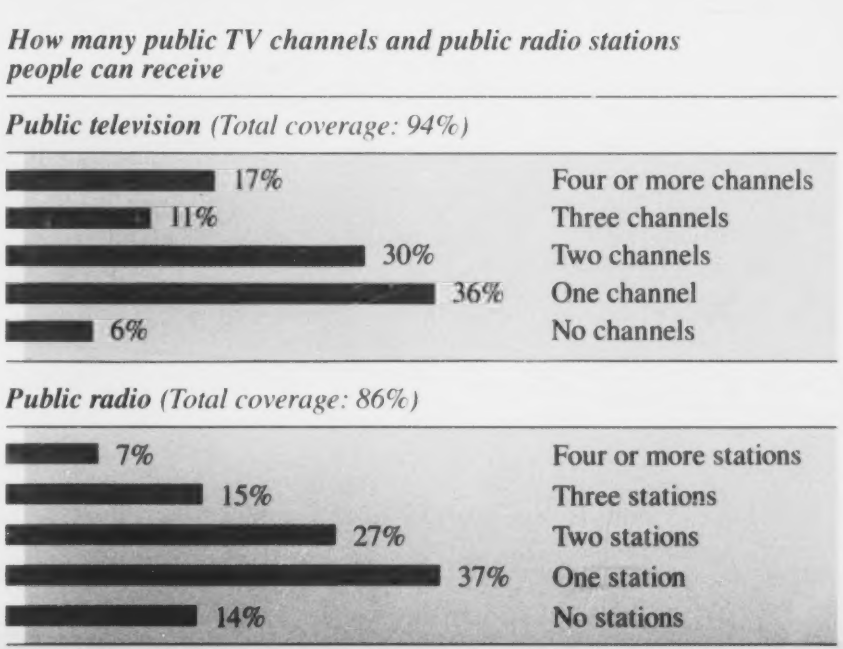

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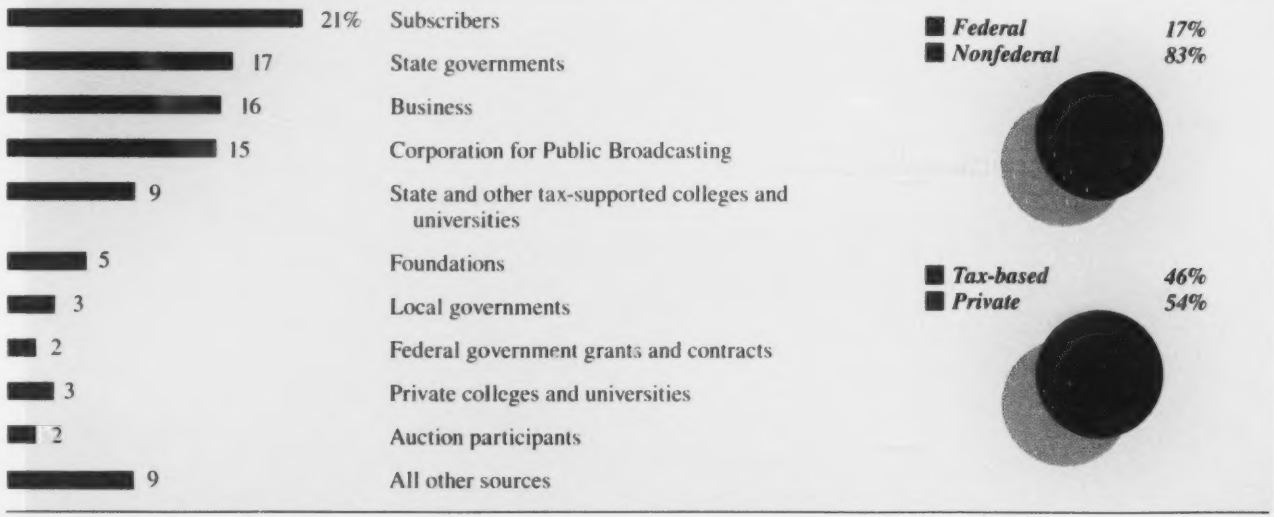
Local government authority	22	21	20
State government agency or commission	60	10	13
TOTAL	463	317	318
Television			
Nonprofit community association	123	97	92
University	87	61	61
Local government authority	10	9	9
State government agency or commission	121	26	32
TOTAL	341	193	194

Source: Corporation for Public Broadcasting

Who Pays For Public Broadcasting?

- Getting funds from many different sources helps to keep public radio and television thriving and independent.
- Income received from the federal government amounted to slightly more than one-seventh of the total industry income.
- Less than half the industry's total income comes from tax-based sources in federal, state, and local governments.

Share of 1989 total income provided *(Total income = $1.4 billion)*



Source: Corporation for Public Broadcasting

The Federal Government Contributes Its Part

- In purchasing power, federal government appropriations to CPB for public broadcasting returned to late-1970s levels after a significant cutback in the early 1980s, but grew little further until 1991, when Congress began appropriating funds for replacement of the satellite program interconnection system.

- More than half of CPB's support for public broadcasting is in the form of direct, unrestricted grants to qualified stations. Most of that money is used by stations to support programming.

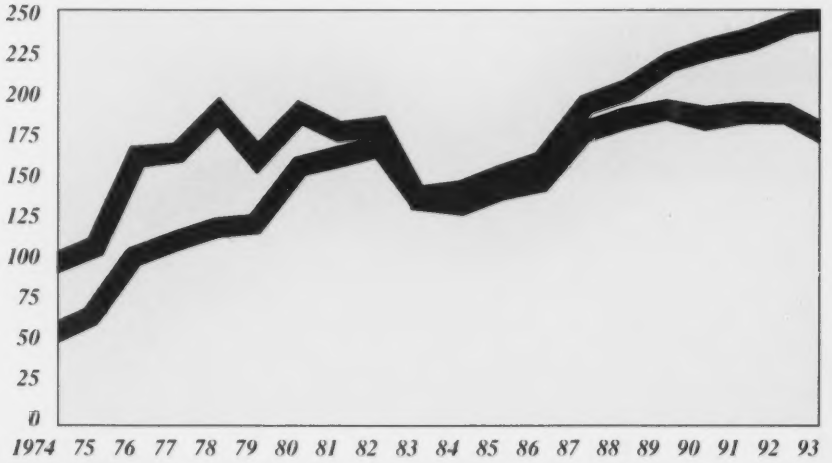
CPB's FY 1991 budget
($351 million)

- *50.6% System support**
- *29.2% Programming support*
- *0.7% Planning and future policy development*
- *3.1% Administration*
- *16.2% Satellite replacement project*

**System support is largely unrestricted grants to stations, which are used mostly for programming.*

Source: Corporation for Public Broadcasting

Federal appropriations for CPB
(Federal fiscal years) (Millions of dollars)



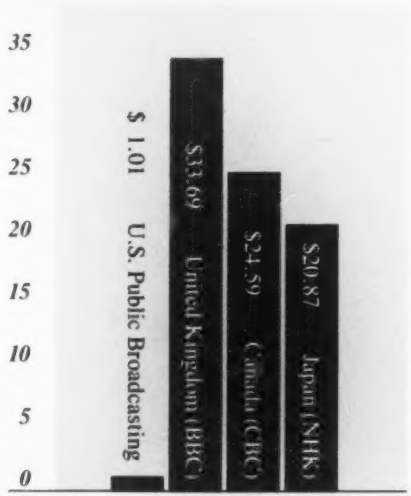
Note: 1991-1993 do not include additional amounts for satellite replacement project, totalling $200 million.

Source: Corporation for Public Broadcasting

How U.S. Support Compares With Other Nations

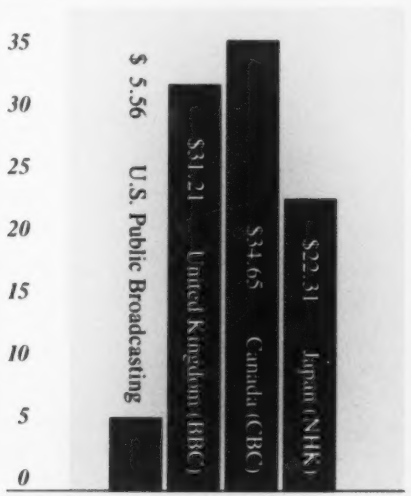
- America spends far less per person on its system of public broadcasting than many other nations do on their public service broadcasting systems.
- The federal government's contribution provides a far smaller share of U.S. public broadcasting's total resources than do national government contributions elsewhere.

National government's funding contribution per person



Source: Corporation for Public Broadcasting

Total expenses per person



Source: Corporation for Public Broadcasting

Your Support Helps To Make Public Broadcasting Work

- Membership or subscription contributions to stations (or to "Friends of . . ." groups that support a station) have become a critical source of financial support for public broadcasting during the last decade.
- The average contribution that a member makes has grown significantly faster than inflation.
- Volunteer help—often with fundraising or promotion activities, but at some stations as on-the-air talent—can make all the difference for a public broadcasting station struggling along with a small staff.
- Replacing the work that volunteers contribute to public television stations would require nearly an 8-percent increase, and for public radio more than a 14-percent increase, in full-time staff.

	1979	*1989*
Membership income as percentage of total cash income		
Public television	15%	24%
Public radio	16%	25%
Number of individual contributors		
Public television	2,300,000	4,900,000
Public radio	400,000	1,200,000
Average per-person contribution (in 1982-84 dollars net of inflation)		
Public television	$37.45	$43.61
Public radio	32.93	39.82

Source: Corporation for Public Broadcasting

	Television	*Radio*
Total volunteer hours	1,712,000	973,000
Estimated number of full-time equivalent employees required to replace volunteers	855	485

Source: Corporation for Public Broadcasting

The Public Rates Public Television

- Asked to rate the importance of some of the goals that are often suggested for public television, most people focus on the news and public affairs programs and on informal educational programs for young children.

- And *how well* do people think public television does its job in these respects? For the most important goals, it's an A − or a B + report card. People more often find it "needing improvement" in performance toward some of the less critical goals.

Public expectations for public television

1) How important is it for public television to meet this goal?
2) What grade would you give public television on how well it has met this goal?

	*Importance rating**	*Performance grade***
1. To help educate children informally, especially pre-schoolers	91	A −
2. To increase people's understanding of news events and public affairs	90	B +
3. To increase Americans' knowledge of other nations and the great variety of cultures within our own nation	86	B
4. To provide analysis and interpretation of important issues and ideas	80	B
5. To make the best of the performing arts—such as symphony orchestras, theaters, and ballet companies—more accessible to people	73	B
6. To offer a platform for diverse social groups, such as ethnic minorities, to express themselves, both artistically and politically	72	B
7. To show the current and latest things in the performing arts	69	B
8. To preserve and bring back to the screen the best programs from television's past	67	B

** Percentage rating the goal as "very important" or "important." ** Median grade, i.e., half the respondents graded performance at least this favorably. Source: Roper Reports*

Public Television: A World At Your Fingertips

- History and nature programs frequently captured the imagination of many viewers during the 1989-90 public television season.
- But favorite "how-to-do-it" programs, dramas, and music or dance performances also intrigued many others.

Specials and weekly programs	*Percentage of all households that tuned in*
The Civil War	12%
Kenny Rogers in Concert for PTV	9%
Championship Ballroom Dancing	8%
Juke Box Saturday Night II	7%
National Geographic Specials	7%
When We Were Young	7%
Amazing Grace with Bill Moyers	6%
Central Park	6%
From D-Day to the Rhine	6%
Miracle Planet	6%
Nature	6%
This Old House	6%
Daily "strip" programs	
Sesame Street	11%
MacNeil/Lehrer NewsHour	7%
Mister Rogers' Neighborhood	6%

Source: PBS, from Nielsen data

How Many People Watch Public Television?

- More than 87 million Americans a week watched public television on average during the 1989-90 season. That's nearly 40 percent of the population. And nearly 150 million people—or almost two-thirds of the population—tune in sometime during the course of a month.

- Averaged over the whole schedule, the cross-section of people watching public television resembles the demographic mix of the American population as a whole. Of course, individual programs (and even programming during whole parts of the day) attract audiences that differ a lot from that overall pattern, but over the whole schedule, those differences cancel out.

- Public television "ratings"—i.e., what *percentages* of the entire population watch public television—edged off slightly in the 1989-90 season compared to the previous year.

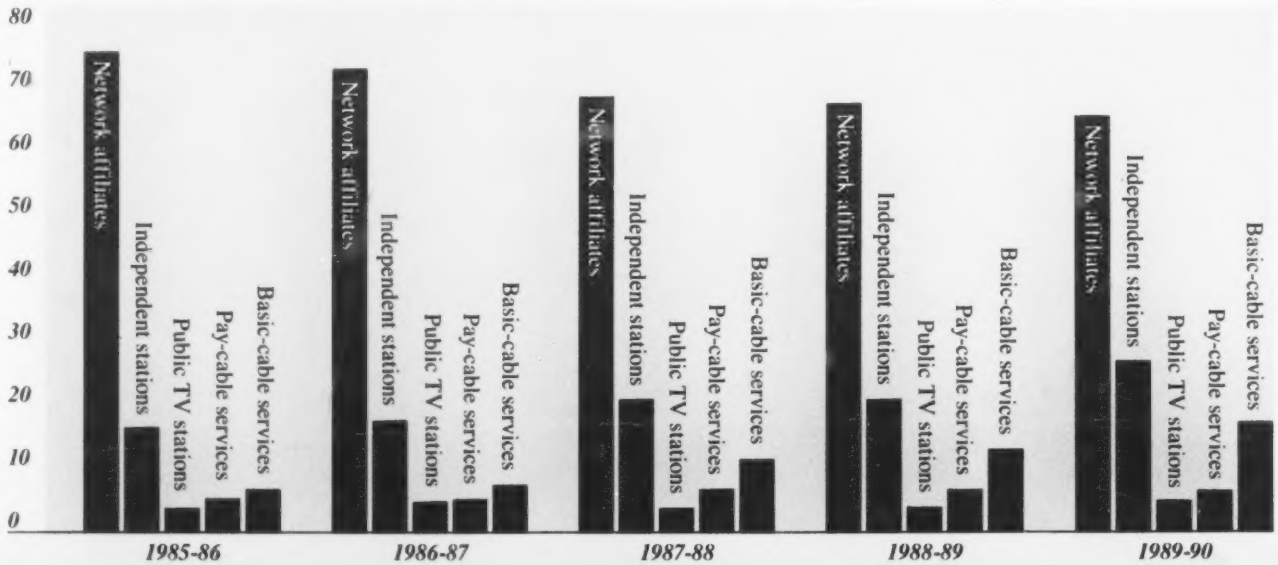
	1989-90
Percentage of people who watch during an average week	37.2%
Number of different people watching in an average week	87.5 million
Average time spent viewing public television	2 hrs. 6 mins.

Source: PBS, from Nielsen data

Amid The Many Viewing Choices Of TV Today

- While people spend 8 percent less of their prime-time viewing watching network affiliates than they did five years ago, the share of total television viewing going to public television stations remains stable.
- More of prime time is now spent with the new choices that rapidly proliferating independent and basic-cable channels offer.

Shares of total prime-time television viewing *(percentages of total viewing)*



Source: PBS, from Nielsen data

Public Television In "The Wired Nation"

- Even with more than 60 percent of all homes now subscribing to cable TV service, public television channels remain far more widely available than most cable-originated program services.

- Availability, though, is not the only story. Public television channels are actually watched much more than most of the cable-originated program services in the homes that can get the cable channels.

- Only premium movie channels, superstations, and sports channels are competing significantly with public television for viewers' attention . . . *not* the cable channels that offer the programming most similar to public television's.

Channel	*Household coverage*	*Prime-time average rating (among covered households)*
Public television	98%	2%
Arts & Entertainment	51	1
Black Entertainment Television	31	1
CNN (Cable News Network)	61	1
The Discovery Channel	56	1
ESPN	61	2
HBO	22	8
Nick-at-Nite	46	1
USA Network	58	2
TNT (Turner Network Television)	53	2

Source: PBS, from Nielsen data

And In Classrooms Across The Country

- Public television provides special services to teachers and students at all levels of education, from *Sesame Street* to high school diploma-equivalency programs to college-credit courses.

- Some public television stations bring classes in unusual subjects to students in remote areas by direct satellite broadcast, and other stations program educational channels for your local cable systems.

Proportion of all elementary and secondary school students that are served by public TV stations	⅔
Number of students served	29.5 million
Percentage of public TV stations that provide instructional programs and services for elementary or secondary schools or for colleges and universities	81%
Percentage of public TV stations that broadcast school programming for videotaping, usually during the middle of the night	75%

Source: CPB and PBS

Public Radio: From Gorbachev To Chevrolets

- Wide-ranging news magazines, lively interviews, the banter of two down-to-earth auto mechanics, traditional music, and sound documentaries are among the programs that draw listeners to public radio.

- Here are some of the more familiar and popular programs aired nationwide on public radio stations, with estimates of their weekly listenership:

Popular public radio programs

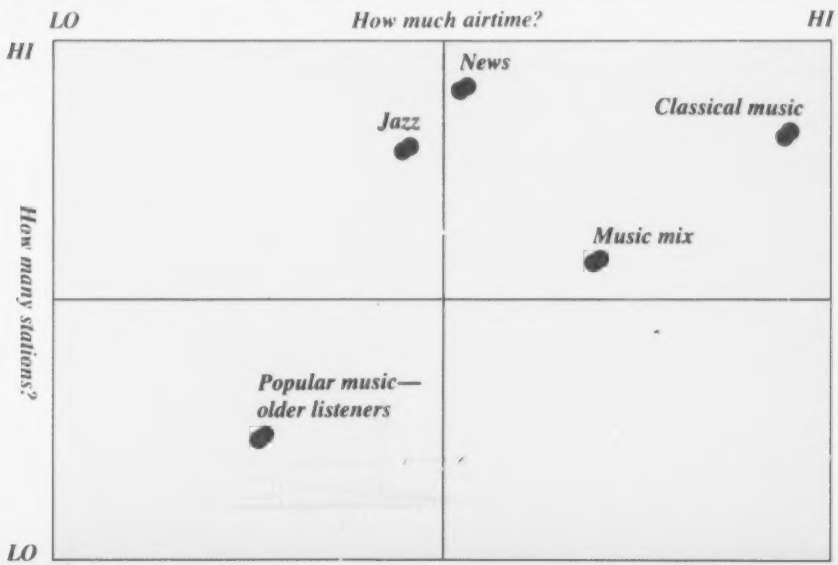
	Weekly listenership
All Things Considered	4.9 million
Morning Edition	4.9 million
Weekend Edition	1.9 million
Marketplace	1.1 million
Fresh Air	1.1 million
MonitoRadio	0.8 million

Source: NPR and American Public Radio, from Arbitron data

What Public Radio Stations Broadcast

- The average local public radio station broadcasts for about 22 hours a day, Monday through Saturday, with slightly shorter schedules typical on Sunday.
- Nearly half the stations broadcast 24 hours a day.
- When averaging different stations together, classical music and the NPR "news magazines" are the dominant formats.
- The program format that an individual station broadcasts, though, is becoming more consistent for most stations, so you might find the combination together on a single station's schedule less often than in the past.

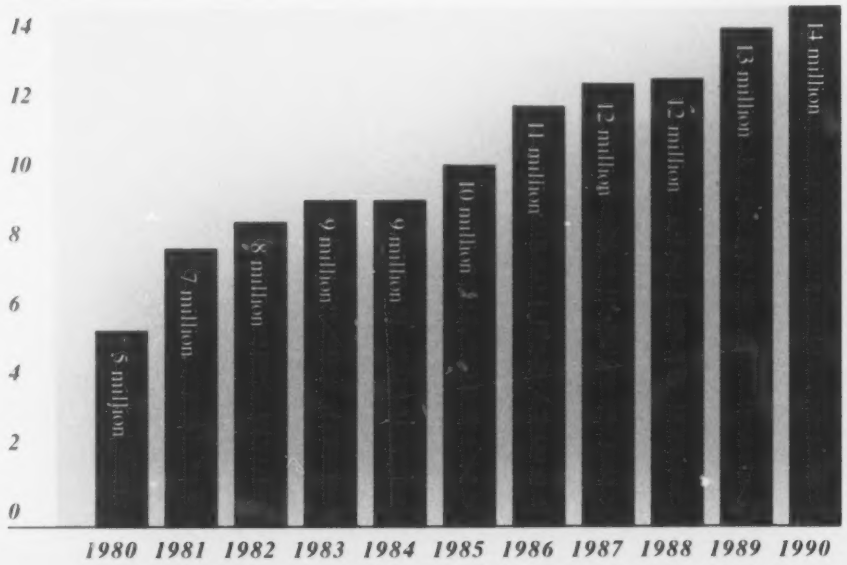
The top five public radio formats



How Many People Listen To Public Radio?

- More and more people each year find that they enjoy listening to public radio. During the 1980s, the number of people who tuned in during a typical week more than doubled.
- By and large, public radio stations serve only a portion of American radio listeners—about 1 out of every 16 adults or teenagers.
- It's a slice of the population that cuts across most demographic lines (like age, sex, and race), but public radio appeals to an unusual number of people who are highly educated. Nothing else stands out like education.

Number of weekly listeners to public radio



Source: CPB, from Arbitron data

How Listeners Use Public Radio

- The average public radio listener does not listen to public radio exclusively; only about a third of his or her total radio listening is spent with a public radio station. Commercial stations with popular music formats typically account for much of the rest of their radio use.

- Public radio's listeners use public radio a lot, especially its very "loyal" listeners, i.e., people who use a public radio station more than any other station. These people account for about 70 percent of all the listening to public radio, even though they number only about 3 out of every 8 listeners.

Average time spent listening to public radio station in a week	7 hrs. and 50 mins.
Average number of times that a listener tunes in a public radio station during a week	5½ times
How long a person typically listens each time he or she tunes in	1 hr. and 10 mins.
How much of an average listener's total radio listening is to a public radio station	about ⅓
What proportion of public radio listeners listen more to a public radio station than to any other	3 out of every 8 listeners

Source: **Audience 88,** *from Arbitron data*

To Find Out More . . .

Please ask at any public radio or public television station in your area, or write to the Corporation for Public Broadcasting at the address on the back cover of this brochure.

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